

**IDAHO STATE LIQUOR DISPENSARY  
NEW PRODUCT INFORMATION SHEET**  
*(This must be accompanied by the Standard Price Quotation Form)*

1. Product Name..... Size.....Retail Price.....
2. Control State Code **(MANDATORY-as assigned by NABCA)**.....  
Supplier Name.....
3. New Listing?.....Size Extension?.....New Package?.....Chg. from Special?.....
4. Comparable Products: .....Retail Price .....  
.....Retail Price .....  
.....Retail Price .....
5. Was this product listed before? No .....Yes.....If yes, when? .....
6. Floor Priced Product? .....Yes .....No
7. Your case sales projection for this product: **(MANDATORY)**  
.....3 mo. ....6 mo. ....9 mo. ....12 mo.
8. What marketing activities will be employed to help launch and support this product?  
.....  
.....
9. Is this product now produced and ready for immediate ordering if listed? .....Yes .....No
10. Is this targeted for Licensee or Retail customers? .....Licensee.....Retail.....Both
11. **Why should this be listed?**.....  
.....  
.....
12. Do you plan to offer Special Purchase Allowances on this product in the following months?  
Jan:.....Feb:.....Mar:.....Apr:.....May:.....Jun:.....Jul:.....Aug:.....Sep:.....Oct:.....  
Nov:.....Dec:.....No plans to offer SPA's:.....
13. Indicate which Northwest states now offer this product:  
.....Wn. ....Or. ....Mont. ....Ut. ....Wy.
- Submitted By:.....Date:.....